

Amendments to and Listing of the Claims:

Please cancel claims 1-24, 33, 50-52, 54-60 and 65-69, amend claims 25-29, 34, 53 and 61-63, and add new claim 70 as follows:

1-24. (canceled)

25. (currently amended) The method of claim 2470, wherein the subscriber interface is a set-top box (STB).

26. (currently amended) The method of claim 2470, wherein the subscriber interface is a cable-ready television having a unique identification.

27. (currently amended) The method of claim 2270, wherein the subscriber characterizations are based on demographic information.

28. (currently amended) The method of claim 2270, wherein the subscriber characterizations are based on real-estate sales information.

29. (currently amended) The method of claim 2270, wherein the advertisements are characterized via one or more advertisement vectors.

30. (original) The method of claim 29, wherein the advertisement vector includes a plurality of categories.

31. (original) The method of claim 30, wherein each of the plurality of categories is assigned a weight.

32. (original) The method of claim 31, wherein the advertisement vector comprises a weighted average of the categories.

33. (canceled)

34. (currently amended) The method of claim 2270, further comprising determining a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

35. (original) The method of claim 34, wherein the pricing scheme is based on the correlation results.

36. (original) The method of claim 35, wherein the prices are directly proportional to the correlation.

37-52. (canceled)

53. (currently amended) The method of claim 5070, further comprising grouping the plurality of subscribers into a plurality of groups based on common subscriber characteristics, and wherein said correlating includes correlating the group of subscribers and the advertisements.

54-60. (canceled)

61. (currently amended) The method of claim 2270 wherein the subscriber characterization is based on subscriber interactions with the EPG.

62. (currently amended) The method of claim 2270 wherein the subscriber characterization is accessed through a television terminal.

63. (currently amended) The method of claim 2270 wherein the subscriber characterization is accessed through the Internet.

64-69. (canceled)

70. (new) A method of delivering targeted advertisements in a customized electronic program guide (EPG), the method comprising:

(a) characterizing one or more subscribers receiving an electronic program guide;

- (b) characterizing a plurality of advertisements to be transmitted to the subscribers;
- (c) creating at least one set of targeted advertisements by correlating the subscribers and the advertisements based on the subscriber characterizations and the advertisement characterizations;
- (d) creating at a subscriber node a plurality of customized EPGs based on the characterization of the one or more subscribers, wherein the subscribers have access to at least a portion of data used for the creation of the respective customized EPG, and wherein each customized EPG is associated with one of the at least one sets of targeted advertisements corresponding to the subscriber characterization on which that EPG is based;
- (e) downloading a first customized EPG to a subscriber interface, wherein the downloading can be actuated by the subscriber;
- (f) transmitting to the subscriber the ads in the at least one set associated with the first customized EPG;
- (g) detecting a change in the subscriber characterization;
- (h) downloading a second customized EPG to the subscriber interface in response to the detection of step (g); and
- (i) transmitting to the subscriber the ads in the at least one set associated with the second customized EPG.